

## AMENDMENTS TO THE CLAIMS

Please amend the claims as indicated hereafter.

### Claims:

1-71. (Cancelled)

72-95. (Cancelled)

96. (Currently Amended) A television set-top terminal ("STT") coupled to a server via a bi-directional communication network, said STT comprising:

memory having program code stored therein;

at least one processor that is programmed by the program code to enable the STT to:

receive first data, wherein at least a portion of the first data corresponds to a

media guide for on-demand video presentations;

receive second data, the second data being different than the first data, wherein at

least a portion of the second data corresponds to merchandise advertising

data, wherein the second data is received separately from the first data;

associated with a plurality of motion video presentations;

provide a media guide presentation the merchandise advertising data to a user via

a television signal, wherein said media guide presentation comprises at

least a portion of the first data, wherein at least a portion of the first data

corresponds to a plurality of on-demand video presentations and wherein

at least a portion of the second data corresponds to at least one

merchandise advertising;

receive user input corresponding to a selection of one of the plurality of on-

demand ~~motion~~ video presentations; presentations in the media guide presentation; and

responsive to the user input:

establish a dedicated network session with the server for receiving said

one of the plurality of ~~motion~~ video presentations;

receive said one of the plurality of ~~motion~~ video presentations over the

dedicated network session; and

provide said one of the plurality of ~~motion~~ video presentations to the ~~user~~;

user.

~~suspend the provision of the motion video presentation responsive to a first user~~

~~input; and~~

~~provide a promotional motion video presentation to the STT responsive to the first user input.~~

97. (Currently Amended) The STT of claim 96, wherein ~~said~~ the at least one merchandise advertising data comprises graphics.

98. (Currently Amended) The STT of claim 96, wherein ~~said~~ the at least one merchandise advertising data corresponds to merchandise being provided by an entity other than an entity that is providing the media guide ~~motion video presentation~~.

99. (Previously Presented) The STT of claim 96, wherein said at least one processor is further programmed by the program code to enable trick-mode functionality to be implemented in connection with said one of the plurality of ~~motion~~ video presentations.

100. (Currently Amended) The STT of claim 96, wherein said ~~merchandise advertising~~ second data is received over a first type of communication channel and said one of the plurality of the ~~motion video presentation~~ presentations is received over a second type of communication channel that is different from said first type of communication channel.

101. (Currently Amended) The STT of claim 100, wherein the first and second types of communication channels correspond to different types of data modulation methods ~~a same type of communication channel~~.

102. (Currently Amended) The STT of claim ~~100~~, ~~wherein each of the first and second communication channels is a radio frequency channel having a specified center frequency.~~ 96, wherein said first data is received over a first type of communication channel and said second data is received over a second type of communication channel that is different from said first type of communication channel.

103. (Currently Amended) The ~~method of claim 100, wherein said merchandise advertising data is carried via each of the first and second communication channels, said first communication channel utilizes a quadrature phase shift keying (QPSK) and a quadrature amplitude modulation (QAM).~~ STT of 102, wherein the first and second types of communication channel correspond to different types of data modulation methods.

104. (Currently Amended) The STT method of claim 96, wherein said ~~merchandise advertising~~ second data ~~are~~ is ~~eyeliacally~~ transmitted repeatedly over a period of time to the STT ~~via a broadcast file system.~~ STT.

105-108 (Canceled)

109-117 (Canceled)

118 (New) The STT of claim 104, wherein said first data is transmitted repeatedly over a period of time to the STT.

119. (New) The STT of claim 100, wherein said first data is received over the first type of communication channel.

120. (New) The STT of claim 100, wherein said first data is received over the second type of communication channel.

121. (New) The STT of claim 96, wherein the receiving of the second data by the STT is responsive to a user input corresponding to activation of the media guide presentation.

122. (New) The STT of claim 96, further comprising enabling the STT to receive at least one updated portion of said second data different than the provided portion of the second data corresponding to the at least one merchandise advertising in the media guide presentation.

123. (New) The STT of claim 122, wherein said at least one updated portion of said second data corresponds to a merchandise advertisement tailored for the user of the STT.

124. (New) A television set-top terminal ("STT") coupled to a server via a bi-directional communication network, said STT comprising:

memory having at least one program code stored therein;

at least one processor that is programmed by the program code to enable the STT to:

receive via tuner in the STT media guide data corresponding to a media guide for on-demand rentable video presentations;

provide a media guide presentation to a user via a television signal, said media guide presentation comprising at least a portion of the media guide data corresponding to a plurality of on-demand rentable video presentations;

enable a plurality user-selectable rental options for each one of the plurality of on-demand rentable video presentations in the media guide presentation;

configure a first rental option in the plurality of user-selectable rental options to provide a user-selectable option to view a user-selected on-demand rentable video presentation without promotional advertising;

receive a first user input corresponding to a selection of one of the plurality of on-demand rentable video presentations in the media guide presentation;

provide the first rental option to the user responsive to the first user input;

receive a second user input responsive to providing the first rental option;

provide said one of the plurality of rentable video presentations to the user without promotional advertising responsive to the second user input

corresponding to the selection of the first rental option; and

provide said one of the plurality of rentable video presentations to the user with promotional advertising responsive to the second user input corresponding to other than the selection of the first rental option.

125. (New) The STT of claim 124, wherein the promotional advertising corresponds to movie trailers provided prior to providing said one of the plurality of rentable video presentations to the user .

126. (New) The STT of claim 124, wherein the promotional advertising corresponds to logos provided to the user with said one of the plurality of rentable video presentations.

127. (New) The STT of claim 124, wherein the promotional advertising corresponds to brands provided to the user with said one of the plurality of rentable video presentations.

128. (New) The STT of claim 124, wherein the promotional advertising corresponds to marks provided to the user with said one of the plurality of rentable video presentations.

129 (New) The STT of claim 124, wherein providing said one of the plurality of rentable video presentations to the user without promotional advertising is further responsive to an indication in the media guide data that the first rental option is enabled.

130. (New) The STT of claim 124, wherein providing the first rental option to the user is further responsive to an indication in the media guide data that the first option is enabled for said one of the plurality of rentable video presentations.

131. (New) A television set-top terminal (“STT”) coupled to a server via a bi-directional communication network, said STT comprising:

memory having program code stored therein;

at least one processor that is programmed by the program code to enable the STT to:

receive via tuner in the STT media guide data corresponding to a media guide for a plurality of on-demand rentable video presentations, said media guide data including an enablement indicator corresponding to each on-demand rentable video presentation, said enablement indicator indicating whether any of the corresponding on-demand rentable video presentations can be viewed without promotional advertising;

provide a media guide presentation to a user via a television signal, said media guide

presentation comprising of a portion of the media guide data corresponding to a plurality of on-demand rentable video presentations;

receive a first user input corresponding to a selection of one of the plurality of on-demand rentable video presentations in the media guide presentation; and

responsive to the first user input, determining from the media guide data whether said one of the plurality of on-demand rentable video presentations can be viewed without promotional advertising;

responsive to determining that said one of the plurality of on-demand rentable video presentations can be viewed without promotional advertising, providing a user-selectable rental option to view said one of the plurality of on-demand rentable video presentations without promotional advertising ; and

responsive to determining that said one of the plurality of on-demand rentable video presentations is be viewed with promotional advertising, providing said one of the

plurality of on-demand rentable video presentations with promotional advertising.

132. (New) The STT of claim 131, further comprising:  
receiving a second user input responsive to providing the user-selectable rental option;  
providing said one of the plurality of rentable video presentations to the user without  
promotional advertising, wherein providing is responsive to the second user input  
corresponding to the selection of the user-selectable rental option.
133. (New) The STT of claim 131, further comprising:  
providing said one of the plurality of rentable video presentations to the user with  
promotional advertising, wherein providing is responsive to a second user input  
that does not correspond to the selection of the user-selectable rental option.